

01

# TREND TOKEN



White Paper

*page 01*

## Philosophy

The philosophy of \$TREND is to empower musicians by redefining how their creativity is valued and shared in the digital age.

We believe artists deserve a decentralized platform that amplifies their voices beyond the limitations of traditional social media marketing.

--**Our Vision** is to connect creators with their audiences, providing musicians a space where their work is celebrated, and their value is determined by community support, rather than corporate gatekeepers.

--**Our Mission** is to unite the vibrant communities of web3, cryptocurrency, and X [formerly Twitter] with the world of artists and musicians. We aim to foster a symbiotic relationship where artists gain unprecedented exposure on X—a platform known for its real-time, unfiltered exchange of ideas, while introducing crypto enthusiasts to the transformative power of music and art.

This fusion elevates musicians' reach, enriches the web3 space with cultural depth, and drives adoption of decentralized technologies through shared creative experiences.

By incentivizing ownership of \$TREND tokens, we encourage fans, crypto users, and X participants to actively support artists, creating a dynamic ecosystem where exposure and investment go hand in hand.



# Problem and Solution

## Problem

Artists struggle to achieve a reasonable return on investment (ROI) for their impressions and exposure.

They face fierce competition in an oversaturated market on streaming services.

## Solution

\$TREND connects artists with new audiences while onboarding musicians into the web3 space.

This creates a win-win scenario for both the cryptocurrency community and artists, fostering growth and innovation



04

## Trend use Case



\$TREND is designed to reduce its token supply through a burning mechanism tied to every use case, enhancing value over time.

### **--Taxes below \$1 Million Market Cap:**

All proceeds from this tax will be used to purchase \$TREND tokens and burn them, reducing the circulating supply.

### **--Monthly Subscription Fees:**

Subscribed artists pay a monthly fee for ongoing support. These fees will be used to buy \$TREND tokens, which are then burned in their entirety.

### **--Promotional Events, Concerts, and Crypto Conventions:**

Revenue from these events will primarily cover operational costs, repay initial investments, and fund future events.

However, a portion of the profits will be allocated to buying back and burning \$TREND token.

For transparency, we will publicly announce the percentage of profits dedicated to burns and share detailed financials for each event.

Additionally, holding \$TREND tokens will grant discounts to these events.





**--Artist Promotion:**

We will utilize X[formerly twitter] spaces to showcase artists' music, helping them gain new followers on the platform.

Additionally, we will promote artists through tweets from our main accounts and those of our networks.

**--Network:**

Our primary strategy leverages existing relationships and networks to promote the \$TREND token, and its associated projects.

Key Opinion Leaders [KOLs]: The project lead [Funk], and our partner CoinMerge, have extensive networks of KOLs, and industry connections to drive token promotion.



In the long term, we plan to develop a comprehensive online platform that showcases the top trending songs from subscribed artists. For non-subscribed artists, a direct decentralized application [DApp] will allow them to upload their songs to the *Trending Song* list in exchange for cryptocurrency. These funds will support \$TREND token burns and cover operational costs, further integrating artists into the web3 ecosystem.

